MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

LCT1017 – COMMUNICATION THEORIES

(All groups/Sections)

6 MARCH 2020
9.00 A.M. – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

STRUCTURED QUESTIONS [50 MARKS]

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

Question 1

Scientists assume that truth is singular. While interpretive scholars regard truth as socially constructed through communication.

a) Define the terms below:

i. Metatheory (1 mark)
ii. Determinism (1 mark)
iii. Emancipation (1 mark)
iv. Epistemology (1 mark)

b) List and define **FOUR (4)** traditions in the field of communication theory. (6 marks)

Question 2

Symbolic interaction is ongoing use of language and gestures in anticipation of how the other will react; a conversation.

a) Explain **TWO (2)** principles of symbolic interaction. (4 marks)

b) Explain **THREE (3)** reasons symbolic interaction is a good interpretive theory. (6 marks)

Question 3

Social judgment-involvement is perception and evaluation of an idea by comparing it with current attitude.

a) List and define **THREE (3)** latitudes. (6 marks)

b) Explain **FOUR (4)** practical recommendations for persuaders. (4 marks)

Continued...

Question 4

a) Define rhetoric. (1 mark)

b) Explain **THREE (3)** classifications of speech, with an example each. (6 marks)

c) List **THREE (3)** kinds of artistic proof. (3 marks)

Question 5

Sandra Harding and Julia Wood claim "the social groups within which we are located powerfully shape what we experience and know as well as how we understand and communicate with ourselves, others, and the world."

a) Define standpoint theory, with **ONE (1)** example. (4 marks)

b) Define strong objectivity, with **TWO (2)** examples. (6 marks)

End of Paper